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surveys



## Customer Satisfaction Survey

As the world's largest owner/lessor of government office space, GSA is intensely interested to learn how satisfied its customers are and how well its facilities are performing. To that end, each year, the Public Buildings Service conducts an extensive survey of building occupants and a complementary survey of agency officials. Additionally, PBS is beginning to systematically evaluate the performance of its newest buildings in order to pinpoint the effectiveness of its capital investment and assess how resources can best be targeted.

GSA's Customer Satisfaction Survey aims to tap the opinion of federal agency occupants in one-third of GSA's owned and leased buildings each year. That's a one-third slice of approximately 1,600 owned and 6,400 leased properties, encompassing a portfolio of 335 million square feet. The survey is a paper survey that can be quickly and easily completed and mailed to The Gallup Organization—the survey's designer—for tabulation and analysis.

The survey questions reflect the following categories:

- Building and Office Environment (e.g., lighting, noise, accessibility, indoor air quality, cleanliness of restrooms, etc.);
- Building Services (quality and timeliness of cleaning and maintenance);
- Building Security;
- Building Management Staff; and
- Additional Building Features (such as elevators, interior layout, parking, etc.).

Surveys are distributed to GSA building occupants nationwide beginning in May and collected by the end of June. In 2003 the goal was 85 percent level of satisfaction as measured by the percentage of tenants indicating that, overall, they are indeed satisfied. Whereas PBS had been tallying "basic" customer satisfaction (as measured by yes or no responses to an overall satisfaction questions), the assessment has shifted to the upper end of the spectrum. Now the focus is on 4 and 5 ratings - to determine not just if customers are satisfied, but if they are *more* satisfied.

## Ordering Official Survey

This survey gathers input from three distinct groups across key tenant clientele:

- Agency leaders;
- Ordering officials; and
- Billing contacts.

GSA's goal is to gather some 800 completed surveys and achieve a 70 percent aggregate level of satisfaction as measured by the percentage of ordering officials rating GSA as a "4" or "5" on a 5-point satisfaction scale. The survey is delivered via phone and is completed within 10 minutes. More specific results will be evaluated according to the following drivers of customer satisfaction that GSA has identified for itself:

- Responsiveness (responding quickly and efficiently);
- Meeting Needs (assessing customer needs before offering a solution);
- Pro-activity (taking the lead and maintaining communication);
- Providing Workspace for Mission (providing a work environment that helps client agencies meet their mission);
- Consistent Standards (defining and implementing policies and procedures consistently);
- Availability (being reachable when the customer needs an answer); and
- Billing (sending the customer understandable and accurate bills in a timely manner).

These phone surveys are conducted in late summer-early fall.

## Facility Performance Evaluation

In addition, GSA has embarked on a Facility Performance Evaluation initiative that will offer a comprehensive look at the agency's capital program, initially focusing on new courthouses. Each new courthouse will be evaluated after approximately one year of occupancy in three major areas:

- Tenant satisfaction;
- Financial performance; and
- Operational quality.

In the first area, customer feedback will be gathered on such issues as personal workspace, privacy, noise, and air quality. The second area (financial performance) will compare the building's projected costs against actual costs and examine the overall impact to GSA's bottom line. For the third area, information will be obtained on such issues as window cleaning, lighting, and ventilation to assess how well the building is performing from an operations and maintenance standpoint.